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# USDA Helps Expand Outdoor Recreation for FUN and PROFIT

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"Outdoor recreation offers rural America a truly exciting opportunity, not only in supplying a service for all Americans—urban and rural—but also opening new job opportunities for rural young people."

ORVILLE L. FREEMAN  
Secretary of Agriculture



EACH YEAR, 9 OUT OF 10 AMERICANS—SOME 175 MILLION OF US—  
TAKE TO THE ROAD IN SEARCH OF OUTDOOR FUN.



**WITHIN 34 YEARS, RECREATION ACTIVITY IS EXPECTED TO TRIPLE!**





## **THE DEPARTMENT OF AGRICULTURE IS HELPING TO PROVIDE THE OUTDOOR RECREATION THE PUBLIC WANTS:**

- Building new camp sites, picnic areas, and other recreation facilities in the National Forests.
- Providing financial assistance to communities to build parks, playgrounds, and other recreation areas for green space and beauty.
- Cost-sharing on water storage, woodland, wildlife, and other conservation practices that improve recreational potential.
- Making loans to non-profit rural associations to build community recreation facilities.
- Making loans to farmers to start income-producing recreation enterprises.
- Giving educational and technical help to individuals, to recreation associations, and to communities.
- Helping local Rural Areas Development (RAD) committees study and develop recreation on a countywide or regional basis.
- Making cost-share and transition payments to convert cropland to recreation.
- Helping local sponsors develop recreation areas in watershed projects through financial and technical assistance.
- Conducting recreation research studies.

**USDA HAS TWO MAJOR OBJECTIVES:** (1) to help meet the public demand for outdoor recreation, and (2) to create jobs and boost the economy of the countryside.



**OUTDOOR RECREATION IS BIG BUSINESS.** Americans spend more than \$20 billion a year for outdoor recreation. By 1980, they'll spend an estimated \$46.6 billion. Secretary of Agriculture Orville L. Freeman estimates the recreation boom will create 200,000 new full-time jobs in our small cities and open countryside by 1980.

● A survey of people who borrowed money from USDA to start outdoor recreation businesses shows the average income from multiple recreation facilities was \$4,400. Average income from single recreation enterprises, excluding golf, was \$2,550. Income

from golf facilities, such as driving ranges, pitch and putt courses, and 18-hole golf courses ranged from \$650 to \$50,000.

● In Missouri's 31 Ozark Counties, recreation and tourism add nearly \$70 million a year to the economy. This includes more than \$2.5 million in wages to 5,000 local people, and a \$2.5 million market for locally produced goods.

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Between July 1, 1962 (when Congress greatly expanded USDA's recreation assistance programs) and June 30, 1966, outdoor recreation became a major source of income for 3,291 rural landowners.

## HOW USDA HELPS INDIVIDUALS FINANCE OUTDOOR RECREATION FOR PAY



1. During the past 4 fiscal years, 564 farmers borrowed \$3.6 million from the Farmers Home Administration to develop public recreation areas to increase their incomes.

2. The Cropland Adjustment and Cropland Conversion programs have helped nearly 37,000 farmers shift about 2 million acres of cropland to non-crop uses which generally foster wildlife, recreation, and beauty. Many Cropland Adjustment contracts include supplemental payments to farmers for free public access to their recreation land. Cropland Conversion agreements include cost-sharing and transition payments to convert cropland to recreation uses. The Agricultural Stabilization and Conservation Service administers both programs.

3. In the Appalachian Land Stabilization and Conservation Program, about 7,000 agreements had been made by mid-1966 for cost-sharing on land treatment needed to establish outdoor recreation enterprises.

4. Through Economic Opportunity loans, low income rural families have been able to increase their income by establishing recreation businesses.

5. The Agricultural Conservation Program provides cost-sharing on conservation projects that foster wildlife, recreation, and natural beauty. Since 1963, this program has helped finance over 2 million farm water-storage dams, many of which have been stocked with fish; helped improve 300 million acres of pasture and range which also provide habitat and food for wildlife, and it has provided cost-sharing on several hundred thousand acres of wildlife cover and feed habitat plantings.

*During the summer up to 200 fee-paying visitors per week come to Mr. and Mrs. Marvin Koch's farm near Tipton, Iowa, to camp, picnic, swim or fish. With technical assistance from the local SCS conservationist and with Agricultural Conservation Program cost-sharing help and diversion payments under the Cropland Conversion Program, the Kochs built this popular 10-acre recreation area. The rural electric cooperative, which serves their area, worked with the Kochs on supplying electricity and night lighting. Here, Donald M. Conrad, left, Cedar County ASCS office manager, visits with Mr. and Mrs. Koch at their recreation area.*



Four city youngsters climb aboard a mule to go fishing on a farm camp near Charlotte, N.C. Three of the youngsters had never seen a mule or been fishing before going to camp. The camp is operated by former dairy farmer Dan Hood, who got technical help from USDA.

A \$560 economic opportunity loan to Ellis Penley (left) enabled the Buncombe County, N.C., father of six to increase his net income by \$1,500 this year. Penley opened a bait and tackle shop in his basement to serve sportsmen at a nearby fishing resort.





## HOW USDA HELPS FINANCE COMMUNITY RECREATION PROJECTS

- Greenspan helps shift cropland to community use with the Agricultural Stabilization and Conservation Service sharing the cost to promote space, recreation, and beauty. In Clinton City, Utah, for example, city officials received payments that helped them buy and convert 17 acres of cropland to playgrounds, ball diamonds, tree-shaded picnic grounds and other recreation facilities.
- By mid-1966—four years after the start of the program—280 non-profit associations had received \$33.2 million in loans from USDA's Farmers Home Administration to finance large-scale community recreation projects, such as swimming pools, picnic grounds, golf courses, and lakes.

*Eight small towns went together to build a recreation complex—swimming pool, nine-hole golf course, clubhouse, picnic area, and tennis courts—near Warsaw, North Carolina. A Farmers Home Administration loan financed the project.*

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Watershed projects, Resource Conservation and Development projects, and Rural Renewal projects can help a community—and even larger multi-county areas—finance recreation developments. These projects, and the assistance available to local Rural Areas Development (RAD) committees, are covered on the following pages.

*From a nearby vacation farm, a paying recreational enterprise, a pretty young guest comes to enjoy a Webster County, Iowa, park that is being enlarged with Greenspan funds to include a golf course as well as riding trails and picnic and sports areas.*



## THE AREA APPROACH



- In Resource Conservation and Development (RC&D) projects, increased technical and financial help is made available to local leaders to develop recreation on an area basis. In Rural Renewal areas, extra technical help is available, and more effective use is made of available sources of financial assistance. In the 4-county Lincoln Hills, Indiana, Resource Conservation and Development area, for example, dams and lakes are being built to expand water-based recreation, scenic overlooks on the Ohio River are being improved, State and National recreation areas are being upgraded, private recreation facilities developed, and special folders prepared to promote tourist travel in the area.
- In working with community and multi-county Rural Areas Development (RAD) committees to help upgrade the economy and social and cultural facilities of an area, USDA field people help local leaders explore the profit potential in recreation for the area. They advise local RAD committee leaders about Federal and State programs available to develop this potential, and help them obtain whatever Government assistance they need.
- Farmers who have opened their farms to vacationists have organized State and regional associations to promote farm vacations

*This Corps of Engineers' dam will form a large lake in Little River County, Arkansas. Local Rural Renewal leaders have obtained technical advice from USDA and they have requested Federal and State financing to develop summer homes and a recreation complex, including golf course, on the lake shore. The development will create about 30 full-time jobs, and bring millions of tourist dollars to the area.*



## RECREATION BROADENS WATERSHED PROJECT BENEFITS

Small watershed projects offer opportunities to small cities, towns, and rural areas throughout the Nation to stimulate economic growth through control and development of its water resources. Since July 1, 1962, when the small watershed program was expanded to include financial and technical assistance for recreation purposes, local sponsors of 81 projects in 31 States have received USDA help on 95 recreation developments for public use. These recreation areas include 46,000 acres of land and will provide more than 5 million days of recreation use per year.

(above)

*Beach developments along watershed reservoir shorelines are one of the most popular recreation features. Such developments are among those now available to project sponsors on a cost sharing basis.*

*A watershed reservoir created for flood protection provides skiing for this youngster.*



## RURAL LANDOWNERS REQUEST TECHNICAL ASSISTANCE

During the past three fiscal years, the Soil Conservation Service gave technical assistance to more than 31,500 rural landowners to develop one or more recreation areas on their land.

About 2,700 of these landowners plan to shift to recreation as their main source of income.

In addition, of the more than 1.4 million farm ponds and watershed project reservoirs built on private land with USDA assistance, 723,600 are stocked with fish and nearly 300,000 are open to the public on a fee or free basis.

*The Walter Pace family's recreation center includes two lakes, cabins, the pavilion shown here, campsites, picnic tables and plenty of room for visitors to enjoy themselves on their 350-acre mountain farm near Saluda, North Carolina.*

*The Soil Conservation Service's local conservationist gave technical assistance in layout and on-site assistance in building of the tile drainage, diversion ditches, and dam. Recreation technicians from the Forest Service's Asheville, N. C., office gave the Paces development ideas.*

*Financial help from the Cropland Conversion Program and an FHA insured loan enabled the Paces to launch their recreation venture on June 13, 1964.*





## RESEARCH AND EDUCATION: THE STARTING POINT

Research studies by USDA's Agricultural Research Service and Economic Research Service and by State Agricultural Experiment Stations provide the base for the Department's technical assistance and educational work.

The Cooperative Extension Service and the various information divisions of the Department are charged with getting this information to the public.

- The Cooperative Extension Service helped farm families in Monroe County, Ohio, form an association to help the members promote farm vacations and to help them solve common problems. The idea spread to other counties, and now a State Association has been formed. The Economic Research Service studied the Ohio farm vacation operation, and the data it obtained was used by Extension agents to help organize similar associations in Pennsylvania and Arkansas.



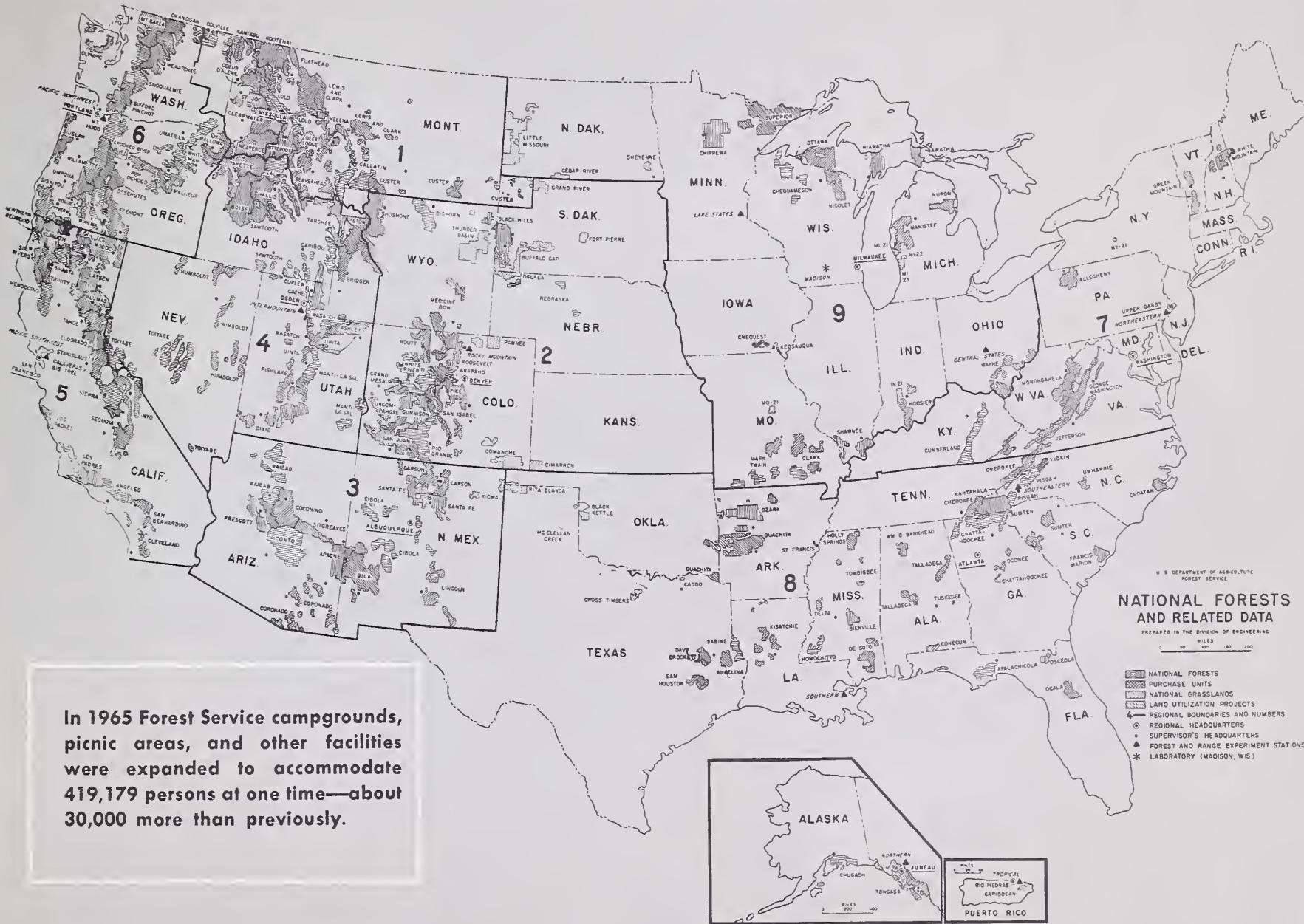
## RECREATION OPPORTUNITIES IN THE NATIONAL FORESTS

Recreation visits to the 154 National Forests—covering 182 million acres in 39 States and Puerto Rico—have been increasing about 10 percent each year. In 1965 recreation use totaled more than 160 million visitor days.

Recreation opportunities in the National Forests range from scenic drives to wilderness travel by foot, canoe, or horse. It can include picnicking, camping, hiking, skiing, swimming, boating and, subject to State game laws, hunting and fishing. Forest Service Visitor Centers and other interpretive services contribute to their visitor's understanding and enjoyment of these public lands.

In addition to maintaining outdoor recreation facilities in the National Forests, the Forest Service conducts outdoor recreation research and advises State foresters and forest landowners on outdoor recreation.

# THE NATIONAL FORESTS—AMERICA'S PLAYGROUNDS



In 1965 Forest Service campgrounds, picnic areas, and other facilities were expanded to accommodate 419,179 persons at one time—about 30,000 more than previously.

**Rural Electrification Administration**—Supplies credit guidance and technical advice.

**Rural Community Development Service**—Coordinates services available to local RAD committees developing recreation.

**Soil Conservation Service**—Gives technical help, cost-sharing in watershed projects and on-site assistance.

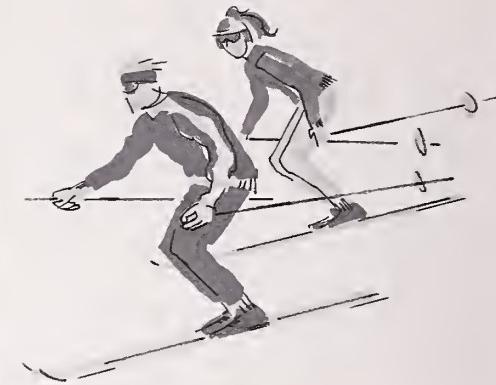
**Farmers Home Administration**—Makes loans to farmers, non-profit associations and rural communities and to sponsors of watershed projects.

**Agricultural Stabilization and Conservation Service**—Provides cost-sharing for conservation practices and adjustment payments.

**Forest Service**—Develops recreation facilities in the National Forests and conducts forest recreation research.

**Cooperative Extension Service**—Provides information, advice, and guidance to landowners and rural development groups.

**Economic Research Service**—Conducts surveys and studies to help landowners decide which enterprises will be profitable.



- **Outdoor recreation is big business**
- **It requires skill and careful planning, but it is a new and growing farm crop**
- **It is becoming a primary source of income for many rural landowners**
- **USDA is accelerating rural recreation through technical, financial, research, and educational programs**

This publication supersedes "Accelerating Rural Outdoor Recreation on Public and Private Lands"